

Fare Integration Task Force

October 19, 2020

Agenda Item 4

Policy Advisory Council Fare Coordination and Integration Subcommittee Report

Subject: Summary of discussions and subsequent actions from the Policy Advisory Council Fare Coordination and Integration Subcommittee on September 25, 2020.

Background: At the Policy Advisory Council Subcommittee meeting, the project team presented status updates for discussion and feedback. Topics included:

User Research: At the time of the meeting, the project team was developing online surveys to populate a list of transit users interested in participating in narrative workshops. A general interest survey was distributed through various email and social media channels, and a subsequent demographics survey was developed to ensure a representative panel of participants.

Peer Review: The project team reported a preliminary list of peer regions for a “best practices” review to help inform the development and deliberation of alternative fare policies. These regions include:

- Zürich Transport Association, Switzerland
- Rhein-Ruhr Region (Cologne/Düsseldorf), Germany
- ARTM, Montreal, Canada
- Transport for New South Wales, Australia
- Washington Metropolitan Area Transit Authority, Washington, D.C.
- Sound Transit, Seattle, Washington

Regional Travel Pattern Analysis: To better understand transit user travel patterns, the project team is developing an analysis of various key multi-agency transit travel markets in the Bay Area. The project team reported updates to the data collection efforts.

Issues: The discussion of the project updates included equity concerns, ideas for consideration regarding best practices, and implications of alternative fare policies.

User Research: Subcommittee members expressed equity concerns about limitations of the survey to reach certain populations, including those that are monolingual (specifically many Vietnamese speakers in the South Bay), and those that are unhoused, and without internet access to participate. Others expressed concerns that the demographics survey was too narrow to capture certain subgroups, including but not limited to people who are specifically transit dependent, disabled but not paratransit users, infrequent transit riders, or riders who travel with children.

Following this discussion, the project team amended the demographics survey to address many of the concerns. Questions were added to better understand frequency of transit use, housing tenure, and identification with disabilities. Other concerns continue to be limited by shelter-in-place restrictions and resource constraints. The project team continues to work towards improving representation in user research efforts.

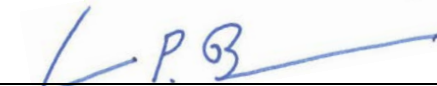
Peer Review: Subcommittee members voiced support for a variety of fare products and policies they would like to see studied. These include fare capping, discount programs, and peak pricing. Subcommittee members also raised questions about the implications of fare integration on operator fiscal stability, ridership, and on those who are unbanked and underbanked. Additionally, concerns were raised about the specific list of peer regions to be studied, along with recommendations to expand the list to include regions in Asia, Australia, and Italy.

The project team relayed the feedback to the project consultants for incorporation into the study. The list of regions is preliminary and will be adjusted as appropriate to identify the best practices for the Bay Area.

Recommendation: Information item for Task Force discussion and feedback.



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